

## Claims

1. An article comprising:  
an object; and  
5 a first bar code supported by the object, the first bar code  
identifying a first computer network destination at which a first item is  
offered for sale, the first bar code further identifying an associate who is to  
be compensated for a sale of the first item made via the first computer  
network destination using the first bar code.
- 10 2. The article of claim 1 further comprising:  
a second bar code supported by the object, the second bar code  
identifying a second computer network destination at which a second item  
is offered for sale, the second bar code further identifying the associate  
15 who is to be compensated for a sale of the second item made via the  
second computer network destination using the second bar code.
- 20 3. The article of claim 2 wherein the first computer network  
destination is associated with a first online retailer, and the second  
computer network destination is associated with a second online retailer  
which differs from the first online retailer.
- 25 4. The article of claim 1 wherein the object comprises a sheet  
of a print medium which supports the first bar code.

5. A method comprising:

publishing a printed document having a first bar code which identifies a first computer network destination at which a first item is offered for sale, the first bar code further identifying an associate of a referral program; and

receiving, by the associate, compensation for a sale of the first item made via the first computer network destination using the first bar code.

6. The method of claim 5 wherein the printed document has a second bar code which identifies a second computer network destination at which a second item is offered for sale, the second bar code further identifying the associate of the referral program.

7. The method of claim 6 further comprising receiving, by the associate, compensation for a sale of the second item made via the second computer network destination using the second bar code.

8. The method of claim 7 wherein the first computer network destination is associated with a first online retailer, and the second computer network destination is associated with a second online retailer which differs from the first online retailer.

9. An apparatus comprising:

a document processor to publish a printed document having a first bar code which identifies a first computer network destination at which a first item is offered for sale, the first bar code further identifying an associate of a referral program.

10. The apparatus of claim 9 wherein the document processor is to publish the printed document with a second bar code which identifies a second computer network destination at which a second item is offered for sale, the second bar code further identifying the associate of the referral program.

11. The apparatus of claim 10 wherein the first computer network destination is associated with a first online retailer, and the second computer network destination is associated with a second online retailer which differs from the first online retailer.

12. A computer-readable medium having computer-readable content to direct a processor to publish a printed document having a first bar code which identifies a first computer network destination at which a first item is offered for sale, the first bar code further identifying an associate of a referral program.

13. The computer-readable medium of claim 12 wherein the computer-readable content further directs the processor to publish the printed document with a second bar code which identifies a second computer network destination at which a second item is offered for sale, the second bar code further identifying the associate of the referral program.

14. The computer-readable medium of claim 13 wherein the first computer network destination is associated with a first online retailer, and the second computer network destination is associated with a second online retailer which differs from the first online retailer.

15. A kit comprising:  
a print medium; and  
a computer-readable medium having computer-readable content to  
direct a printer to print onto the print medium a first bar code which  
5 identifies a first computer network destination at which a first item is  
offered for sale, the first bar code further identifying an associate of a  
referral program.

16. The kit of claim 15 the computer-readable content further  
10 directs the printer to print onto the print medium a second bar code which  
identifies a second computer network destination at which a second item  
is offered for sale, the second bar code further identifying the associate of  
the referral program.

17. A method comprising:  
transacting a sale of an item made via a computer network  
destination using a bar code, the bar code identifying the computer  
network destination at which the item is offered for sale, the bar code  
further identifying an associate of a referral program; and  
15 compensating the associate based on the sale.

18. The method of claim 17 further comprising:  
receiving a request message which contains a first identifier of the  
item and a second identifier of the associate, wherein the first identifier  
25 and the second identifier are encoded by the bar code;  
wherein said transacting the sale is based on the request message.

19. A system comprising:

a server system at a computer network destination identified by a bar code which further identifies an associate of a referral program, the server system to offer an item for sale via the computer network, to  
5 transact a sale of the item via the computer network, and to compensate the associate based on the sale.

20. The system of claim 19 wherein the server system is to  
receive a request message which contains a first identifier of the item and  
10 a second identifier of the associate, wherein the first identifier and the second identifier are encoded by the bar code, and wherein the server system is to transact the sale based on the request message.

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